

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() SMART MEDIA GROUP	Rep Firm	
Advertiser	() DETROIT INTL BRIDGE		814 KING STREET - SUITE 200	Sales Office () PHILADELPHIA	
Product	DETROIT INTL BRIDGE		ALEXANDRIA, VA 22314	Salesperson () IAN AMBRON	
Estimate#	827902	Agency C/P1/P2/E	DIBC/ORDR/827902		
Buyer	JULIE KEANE	Flight Dates	08/27/2012 - 09/02/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

--- CONTRACT COMMENT ---

DETROIT INTERNATIONAL BRIDGE SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M,W-TH	12P-1P		:15	\$225.00	08/27-08/30	6	1	6	\$1,350.00	
				Buyline Comment: NEWS								
				BOOKEND :15'S								
	2	M-F	5A-6A		:15	\$112.50	08/27-08/31	10	1	10	\$1,125.00	
				Buyline Comment: NEWS								
				BOOKEND :15'S								
	3	SU	9A-10A		:15	\$375.00	09/02-09/02	2	1	2	\$750.00	
				Buyline Comment: MEET THE PRESS								
				BOOKEND :15'S								
	4	SU	10A-1030A		:15	\$150.00	09/02-09/02	2	1	2	\$300.00	
				Buyline Comment: LOCAL POLITICS								
				BOOKEND :15'S								
	5	SU	1030A-11A		:15	\$150.00	09/02-09/02	2	1	2	\$300.00	
				Buyline Comment: CHRIS MATHEWS								
				BOOKEND :15'S								
	6	W,F	6P-630P		:15	\$750.00	08/29-08/31	4	1	4	\$3,000.00	
				Buyline Comment: NEWS								
				BOOKEND :15'S								
	7	SA	6P-630P		:15	\$425.00	09/01-09/01	2	1	2	\$850.00	
				Buyline Comment: NEWS								
				BOOKEND :15'S								
	8	SA	11P-1135P		:15	\$500.00	09/01-09/01	2	1	2	\$1,000.00	
				Buyline Comment: NEWS								
				BOOKEND :15'S								

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	9	TU	10P-11P		:15	\$750.00	08/28-08/28	2	1	2	\$1,500.00	
			Buyline Comment: RNC BOOKEND :15'S									
	10	W	10P-11P		:15	\$750.00	08/29-08/29	2	1	2	\$1,500.00	
			Buyline Comment: RNC BOOKEND :15'S									
	11	TH	10P-11P		:15	\$750.00	08/30-08/30	2	1	2	\$1,500.00	
			Buyline Comment: RNC BOOKEND :15'S									

---REPORT TOTALS---

Report Totals: 36 / \$13,175.00

---SALES MONTHLY TOTALS---

Sep 12: 36 / \$13,175.00
Sales Totals: 36 / \$13,175.00
Station Totals: 36 / \$13,175.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$42,957	CATV	0%	WOOD	30%	WOTV	0%	WWMT	29%	WXMI	9%
		WXSP	0%	WZPX	0%	WZZM	29%				

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books null
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE